

**Amendments to the Claims:**

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) A Liquid Crystal Display (LCD) device, comprising:  
~~having~~ \_\_\_\_\_ a normally-black liquid crystalline cell at least partially arranged as a reflective liquid crystalline cell, and  
~~said liquid crystal display device comprising driving means for driving~~ \_\_\_\_\_ a driver  
that is configured to drive the liquid crystalline cell to provide; ~~which driving means are operable in~~  
\_\_\_\_\_ a minimum drive voltage, and  
\_\_\_\_\_ a maximum drive voltage that affects a bright state of the LCD only,  
\_\_\_\_\_ an active mode allowing for normal use of the device, and  
\_\_\_\_\_ a standby mode for reducing power consumption of the device,  
\_\_\_\_\_ wherein  
\_\_\_\_\_ the driver is configured to switch from the active mode to the standby mode by  
reducing only the maximum drive voltage.
2. (Currently amended) The Liquid Crystal Display device of Claim 1, wherein ~~a~~ the  
maximum drive voltage generated by the ~~driving means driver~~ in the standby mode is  
at least 20 percent lower than a ~~the~~ maximum drive voltage generated by the driving  
means in the active mode.
3. (Currently amended) The Liquid Crystal Display device of Claim 1, wherein a  
frame frequency of a drive signal generated by the ~~driving means driver~~ in the  
standby mode is lower than ~~a~~ the frame frequency of ~~a~~ the drive signal generated by  
the ~~driving means driver~~ in the active mode.

4. (Currently amended) The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell ~~comprises~~ includes a layer of a vertically aligned liquid crystalline material.

5. (Original) The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell is a transfective liquid crystalline cell.

6. (Currently amended) The Liquid Crystal Display device of Claim 5, wherein the liquid crystalline cell ~~comprises~~ includes a layer of a vertically aligned liquid crystalline material.

7. (Original) The Liquid Crystal Display device of Claim 6, wherein the layer of the vertically aligned liquid crystalline material is arranged between a first polarizer and a second polarizer being oriented at a right angle with the first polarizer.

8. (Previously presented) The Liquid Crystal Display device of Claim 5, wherein a  $\lambda/4$  compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.

9. (Original) The Liquid Crystal Display device of Claim 6, wherein a cell gap for a transmissive sub-pixel of the liquid crystalline cell is between 1.6 and 2 times a cell gap for a reflective sub-pixel of the liquid crystalline cell.

10. (Currently amended) The Liquid Crystal Display device of Claim 9, wherein the cell gap for the transmissive sub-pixel is ~~about~~ substantially 1.8 times the cell gap for the reflective sub-pixel.

11. (New) The Liquid Crystal Display device of Claim 1, wherein a  $\lambda/4$  compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.